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## Blood royal: the Wars of the Roses, 1462-1485, Hugh Bicheno (book review)

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The saying goes, “if you build a better mousetrap...” What’s not said is that this doesn’t happen by itself. That’s where Holiday’s (founder, marketing firm Brass Check; *The Obstacle Is the Way*) book comes into play. In four parts, this work covers the basics: creating, positioning, marketing, and platform. This is not especially new ground: Jim Collins dealt with similar material in *Built To Last*, and a more academic approach can be found in Clayton Christensen’s *Seeing What’s Next*. Most of the examples here deal with consumer products and services. The one weakness concerns the implications of path dependence. On the plus side, Holiday understands the new world order of marketing in a social context. Buzz doesn’t happen by itself. However, unlike the proverbial shoemaker, Holiday uses the methods he promulgates. While politics aren’t a focal point, there are significant implications for political contests offered.

**VERDICT** The world order has changed—old-school marketers take note.—  
Steven Silkunas, Fernandina Beach, FL

★Lashinsky, Adam. **Wild Ride: Inside Uber’s Quest for World Domination.**

Portfolio. May 2017. 240p.

ISBN 9780735211391. \$28;

ebk. ISBN 9780735211407. BUS

Lashinsky (assistant managing editor, *Fortune*; *Inside Apple*) takes readers inside the world of Uber and its enigmatic CEO, Travis Kalanick. Drawn from extensive research including interviews with Kalanick and others involved in the company, the author presents a vivid account of the story of Uber. The company came about when Kalanick and his friend Garrett Camp could not catch a cab during a blizzard in 2008. The idea was “if only there were a way to turn one’s phone into a taxi dispatcher.” Uber’s first prototype called UberCab was created by Camp along with Oscar Salazar and Conrad Whelan, with Kalanick as “chief incubator” and adviser. Kalanick became CEO in 2010, with the company ultimately changing its name to Uber. It grew to be worth \$69 billion, and along the way, Kalanick has faced government regulators and turned the taxi industry upside down. Uber continues to explore new ventures, including working toward adding self-driving cars (facing competition with Google, Tesla, Lyft, and General Motors).

**VERDICT** An insightful and highly recommended account of Uber, this book should attract a wide audience. Would-be entrepreneurs as well as business and technology students and faculty will appreciate this inspirational story.—Lucy Heckman, St. John’s Univ. Lib., Queens, NY

Taplin, Jonathan. **Move Fast and Break Things: How Facebook, Google, and Amazon Cornered Culture and Undermined Democracy.** Little, Brown. Apr. 2017. 320p. illus. notes. index. ISBN 9780316275774.

\$29; ebk. ISBN 9780316275743. ECON

Taplin’s (director emeritus, Univ. of Southern California Annenberg Innovation Lab) prose is like a web search: he pulls in multiple topics, uses frequent citations, and fires ideas at lightning speed. In the end, readers understand how this swirl of ideas, facts, and mistruths describe Facebook, Google, and Amazon as anarcho-libertarian economic monopolies. Lawless digital companies steal, hoard, and sell popular culture. Online monopolies rob artists, writers, and musicians of payment and sell information that online users unwittingly provide for free. Libertarian robber barons such as PayPal founder Peter Thiel, Larry Page of Google, and Facebook creator Mark Zuckerberg, worship unregulated online and real-world markets, and fiercely fight any attempt at democratic control. The dream of an Internet of ideas has morphed into an intrusive and spectacularly profitable market for those who possess digital content. **VERDICT** This fast-paced dissection of the inner workings of the Internet will fascinate anyone using it—and make them want to drop off the grid.—

Duncan Stewart, Univ. of Iowa Libs., Iowa City

## HISTORY

Bicheno, Hugh. **Blood Royal: The Wars of the Roses: 1462–1485.**

Pegasus. Jun. 2017. 432p. illus. maps.

index. ISBN 9781681774282. \$28.95;

ebk. ISBN 9781681774831. HIST

Bicheno’s previous work on the Wars of the Roses (*Battle Royal: The Wars of the Roses; 1440–1462*) ended with the defeat of Henry VI at the Battle of Towton. This second and concluding volume begins with the early reign of Edward IV and ends with Richard III’s ignominious defeat at Bosworth Field. As with *Battle Royal*, the lengthier format means there is ample space to explore the various players and plots at work during these events, though it should be noted that nearly the entire bulk of the narrative is devoted to Edward IV and his allies and enemies. The (admittedly shorter) reign and defeat of Richard III is summarized in about 50 pages. For the most part, Bicheno demonstrates a strong dedication to laying out the complex schemes and motivations brewing during this period. **VERDICT** A strong, personality-driven history of these dynastic wars. With its companion volume, these works offer valuable resources for readers seeking more detail than a single-volume history can provide.—Kathleen McCallister, Tulane Univ., New Orleans

Carroll, Andrew. **My Fellow Soldiers: General John Pershing and the Americans Who Helped Win the Great War.** Penguin. Apr. 2017. 416p. photos. notes. bibliog.

index. ISBN 9781594206481. \$30;

ebk. ISBN 9780698192669. HIST

The title of Carroll’s (founding director, Ctr. for American War Letters, Chapman Univ., CA; *War Letters*) latest book comes from a letter written by Gen. John Pershing (1860–1948) to every soldier in the American Expeditionary Forces at the end of World War I. This narrative history of America’s actions in the Great War uses letters from pilots, doughboys, nurses, and ambulance drivers, including a recently discovered set written by Pershing. Through these firsthand accounts, readers gain a deeply personal and immediate picture of the battles and participants. While some names are recognizable, such as Gen. George S. Patton and Gen. Douglas MacArthur, many are not. These letters and diaries offer an intimate perspective on what it was like to drive ambulances with wooden seats over crater-ridden roads, as well as the daily experiences of nurse Alta May Andrews and her work in the “Jaw Ward,” where the most devastating facial injuries were sent. A gentler and private side to Pershing is revealed through letters to his son, Warren, who survived a tragic event that took the lives of Pershing’s wife and daughters. **VERDICT** Recommended for those interested in a personal account of America’s involvement in the Great War. [See Prepub Alert, 10/17/16.]—Chad E. Statler, Lakeland Comm. Coll., Kirtland, OH

Goldstone, Lawrence. **Going Deep: John Philip Holland and the Invention of the Attack Submarine.** Pegasus.

Jun. 2017. 352p. illus. notes. bibliog.

index. ISBN 9781681774299. \$27.95;

ebk. ISBN 9781681774848. HIST

Historian Goldstone (*Drive!*) adds to his series of works on 19th- and 20th-century innovators by relaying how Irish engineer John Philip Holland (1841–1914) developed the first submarine commissioned by the U.S. Navy. The central story here is the race between Holland and mechanical engineer Simon Lake (1866–1945) to perfect the first underwater vessel. Goldstone explains that Holland’s concept was a vessel to make war, while Lake’s idea was a submersible salvage vehicle. The lengthy and snarled competition between the two came to involve intense personal animosities, Congressional corruption, manipulation of the press and stock market, and even a trip by President Theodore Roosevelt on one of Holland’s early submarines. Goldstone paints a vivid portrait of two brilliant inventors struggling to persuade the U.S. Navy to adopt

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